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JAPANESE PATENT OFFICE

## PATENT ABSTRACTS OF JAPAN

(11) Publication number: 2001111921 A

(43) Date of publication of application: 20.04.2001

(51) Int. Cl. H04N 5/76

H04B 1/16, H04H 1/00, H04N 5/44, H04N 5/765, H04N 7/08,  
H04N 7/081, H04N 7/173

(21) Application number: 11290911

(22) Date of filing: 13.10.1999

(71) Applicant: NEC CORP

(72) Inventor: CHOKAI TAKESHI  
MATOBA HIROSHI  
OCHIAI KATSUHIRO(54) TELEVISION SIGNAL  
STORAGE/REPRODUCING DEVICE, AND  
TELEVISION SIGNAL  
STORAGE/REPRODUCING SYSTEM

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(57) Abstract:

PROBLEM TO BE SOLVED: To allow a user to view a commercial message matching his or her preference by effectively utilizing the viewing time of a television program.

SOLUTION: A storage device 102 stores a television signal received by a tuner 101. A preference information table 107 stores information denoting preference of a user to commercial message, and a timing contents cross-reference table 105 stores a televising timing and contents of each commercial message. A CM selection means 108 selects a commercial message matching the preference of the user among the commercials message stored by the storage device 102 and a commercial message part in a signal outputted to a viewing device 109 is replaced with the selected commercial when the user views a television program.

